WRUR

Box 5068 River Campus Station Rochester 20, New York

February 10, 1964

News Director
WNYU
New York University
New York 53, New York

Dear Sir:

The preliminary stages of the 1964 presidential campaign are upon us and the question of what can be done by college stations to use their unique facilities in an effective program of election coverage comes to the fore.

We of WRUR (shortly to become WRUR-FM) have begun an extensive research program utilizing the latest data processing equipment and employing all the resources of the university to bring to our listeners the type of news analysis which is not provided in sufficient measure by the major networks with the pressure of their other commitments.

We hope to join with other college stations across the country in a network for the presentation of an election broadcast on Election Night, 1964.

We would very much like to hear from you and hope that it can be arranged for your station to join this college network-for-a-night.

Very truly yours,

Louis A. Kaye
Director
WRUR-FM

WRUR

Box 5068 River Campus Station Rochester 20, New York

February 17, 1964

Mr. Joseph S. Steinberg
Assistant Station Manager
WNYU
New York University
New York 53, New York

Dear Mr. Steinberg:

I was delighted to hear from you so soon. I will fill you in on the details as they stand right now so that you may be in a better position to make a decision on joining us.

We hope to establish a network of college stations covering Boston, New York, Philadelphia, Washington, Cleveland, Chicago, Detroit, St. Louis and Rochester. Going farther west seems to be unfruitful because of the time difference (polls out west generally close at 11 pm, EST) and line charges. Each station would be responsible for direct coverage of races in its immediate locale, e.g., WNYU for the downstate Congressional contests. The purpose of this would be to fill the gaps on the wire services, which will be occupied with the presidential returns.

As to the technical aspect of such an arrangement, our original idea was to install two-way class "D" broadcast lines between all member stations allowing each station to originate and receive. The cost of such a network, however, is exhorbitant - about $1600. per hour on the air between the cities I mentioned. I was, however, able to work out a reasonable agreement with the telephone company. By setting up what is essentially a private telephone line between the nine cities and patching it onto the air we would achieve the end of having every station able to originate for a realistic rate. The charge for such an installation is rated at 10% of the monthly rate for the line which in our case is $3875. plus installation. Thus the total is $387.50 for the line and a grand total of about $500. including all installation charges. This gives us the added advantage of having the line open for the 24 hour period of 8 am on election day until 8 am the following morning. The only drawback is the necessity of using a tape loop delay because of the price differential, i.e., a private telephone line may not be broadcast directly. Our engineers tell me that this should present no problem as our tape decks are capable of simultaneous record and playback, enabling us to use a very short tape loop with a delay of less than a second. I am sure that your equipment can be set up to the same if it isn't at present.

WRUR

Box 5068 River Campus Station Rochester 20, New York

April 7, 1964

Mr. Joseph S. Steinberg
Assistant Station Manager
WNYU
New York University
New York 53, New York

Dear Mr. Steinberg:

Just a note to let you know how the network stands at this time. WRUR-Rochester, KFRH-St. Louis, WOBC-Oberlin and WNYU-New York are all in and we're awaiting final confirmation from WIIT-Chicago and the new Babson Institute station in Boston.

I was unfortunately unable to attend the IBS convention last month and missed meeting you. Perhaps we'll be able to get together and discuss plans the next time I get to New York.

Yours truly,

Lewis A. Kaplan

Lewis A. Kaplan
Director
ELECTION 64